

Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-16 (Canceled)

17. (Currently amended) ~~The display device of claim 16~~ A display device comprising:
an array of pixels,
a column driver that is configured to drive columns of the array via a plurality
of column outputs, and
a switch element that is configured to selectively route each column output of
the plurality of column outputs to one of two corresponding columns of the array,

wherein:

the columns of the array are indexed from 0 to m,

the column outputs are indexed from 0 to m, and

the switch element is configured to selectively route each (j) column output to one of (j) and (m-j) columns, where j ranges from 0 to m

18. (Currently amended) ~~The display device of claim 17~~, wherein
the array of pixels consists of an odd number of columns, and
the column driver provides a center output that bypasses the switch element and is coupled to a center column of the array of pixels.

19. (Currently amended) The display device of claim ~~16~~ 17, wherein
the switch element includes a pair of complementary transistors coupled to each column output,
a first transistor of each pair being coupled to a first column of the two corresponding columns of the array,
a second transistor of each pair being coupled to a second column of the two corresponding columns of the array, and
a common control signal controls each of the first and second transistors of each pair to route each column output to one of the first and second corresponding columns.
20. (Previously presented) The display device of claim 19, wherein
each pixel includes first and second sub-pixels.
21. (Previously presented) The display device of claim 20, wherein
the first and second sub-pixels of each pixel include reflecting layers on opposing sides of the pixel.
22. (Previously presented) The display device of claim 20, wherein
the first and second sub-pixels of each pixel include absorbing layers on opposing sides of the pixel.
23. (Previously presented) The display device of claim 20, wherein
the first sub-pixels are configured to be viewable from a first direction and the second sub-pixels are configured to be viewable from a second direction that is substantially opposite the first direction.

24. (Previously presented) The display device of claim 23, wherein
the switch element is configured to selectively route each column output to one of: the first sub-pixel of a first of the two corresponding columns, and the second sub-pixel of a second of the two corresponding columns

25. (Currently amended) The display device of claim ~~16~~ 17, wherein
the display device is viewable from a first direction and a second direction that is substantially opposite the first direction, and
the switch element is configured to be controlled based on whether the display device is being viewed from the first direction or the second direction.

26. (Currently amended) The display device of claim ~~16~~ 17, wherein
the columns of the array of pixels are arranged as horizontal rows of the display device, and
rows of the array of pixels are arranged as vertical columns of the display device.

27. (Previously presented) A display device comprising:
an array of pixels, each pixel including a first sub-pixel that is configured to be viewable from a first direction and a second sub-pixel that is configured to be viewable from a second direction that is substantially opposite the first direction,
a column driver that is configured to drive columns of the array via a plurality of column outputs,
wherein
each column output is operably coupled to the first sub-pixel of pixels in a first column of the array of pixels and to the second sub-pixel of pixels in a second column of the array of pixels, thereby facilitating viewing of the display device from the first and second directions.

28. (Previously presented) The display device of claim 27, wherein
the first and second sub-pixels of each pixel include reflecting layers on
opposing sides of the pixel.

29. (Canceled)

30. (Currently amended) ~~The method of claim 29~~ A method of driving a display device, including:

providing a plurality of data signals to a data register having a corresponding plurality of outputs, each output being associated with a pair of columns of the display device, and

selectively routing each output to one of the associated pair of columns,

wherein:

the columns of the display device are indexed from 0 to m,

the outputs are indexed from 0 to m, and

each pair of (j) and (m-j) columns are associated with each (j) output, where (j) ranges from 0 to m

31. (Currently amended) The method of claim-29 30, wherein

the display device consists of an odd number of columns, and

a center data signal is routed to a center column of the display device.

32. (Currently amended) The method of claim-29 30, including

providing a control signal that controls the selective routing of each output,

wherein:

the display device is viewable from opposite sides of the display device, and

the control signal is provided based on a direction of viewing the display device.

33. (Currently amended) The method of claim ~~29~~ 30, wherein
each column includes first and second sub-pixels of each pixel in the column,
and
the first sub-pixels are configured to be viewable from a first direction and the
second sub-pixels are configured to be viewable from a second direction that is
substantially opposite the first direction.
34. (Previously presented) The method of claim 33, including
determining a direction of viewing,
selectively routing the plurality of outputs to the first sub-pixels if the direction
of viewing corresponds to the first direction, and
selectively routing the plurality of outputs to the first sub-pixels if the direction
of viewing corresponds to the second direction.
35. (Previously presented) The method of claim 33, including
selectively routing the plurality of outputs to both the first and second sub-
pixels to facilitate viewing from either the first or second directions.